



# Regenerating redundant buildings

And making them pay...

Rosi Lister

Director, North CCT



THE CHURCHES  
CONSERVATION TRUST



**The Churches Conservation Trust  
is the national charity saving  
historic churches at risk.**



# CCT's estate consists of

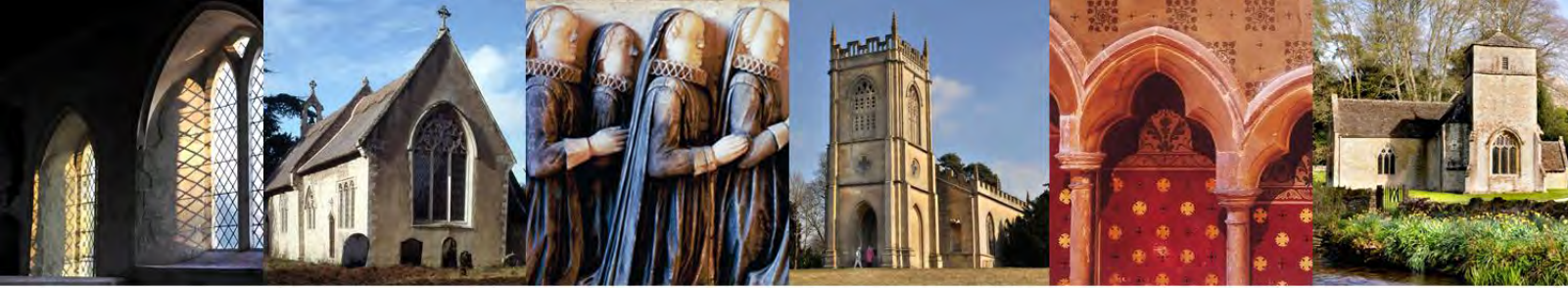
**341** grade I and grade II\* historic churches no longer used for regular worship. **20%** in the centre of towns and cities.





# What do we do with them and how do we make them pay?





# An exercise in classification

The Estate Review determined our best opportunities – namely:

- Tourism
- Venues
- Community
- Capital Development



# Development

Major capital re-use projects that take account of community need through strategic partnerships





# Case Study:

## Bolton.

£4.5m major project that will turn a significant Victorian church in a deprived urban area into a vibrant state of the art community centre. 5 years in the making... goes on site in January 2011.



# Community

Local management of built assets  
through joint business planning  
with voluntary groups





# Case Study

## Waterloo.

Local Management Agreement with Friends Group turned Christchurch – a local maritime landmark into a community venue for more than 50 voluntary events a year welcoming over 20,000 visitors.



# Venues

Commercial promotion of sites as  
cultural venues

- Music
- Theatre
- Celebrations



# Case Study

## Leeds.

Partnerships with the public and private sectors have enabled St. Johns to become a central city venue hosting cool events such as art cinema and unplugged music sessions.





# Tourism

“Distinctive Destinations”

Packed with stories

On your doorstep

Quintessentially English

... a pretty marketable product?



**2,000,000,000 visitors**

**£0.8p Average Visitor Spend**

**75% income generated by 14% of  
the estate**



# Investment

- Branding
- Interpretation
- Marketing
- Merchandise
- Catering





# Case Study

## York.

Holy Trinity, Goodramgate welcomes  
C.70,000 visitors per annum. 500  
international tour groups. 20+ regular  
volunteer stewards. Open 7 days per  
week.



# We ask for a £2 per person donation

We currently receive an AVS of £1.

Still a culture of „coppers’ BUT asking for more has had a positive impact.



# Does this give us a Return On Investment?

**Yes.**

And as the capital investment has a life of three to five years the return on our investment will continue to grow – hopefully off setting the inevitable marketing „re-fresh’





# Future plans?

- A top notch café in Shrewsbury.
- Outside catering
- Licensed event sites
- Heritage breaks
- Banqueting halls

the sky's the limit...



# Visit to Holy Trinity Goodramgate to meet the volunteers and see it in action







2 June 2010

[www.visitchurches.org.uk](http://www.visitchurches.org.uk)





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